R.J. Reynolds Tobacco Company

Inter-Office Correspondence

Lori E. MacWilliams
Key Account Manager

5308-12 Porter Road
North Olmsted, OH 44070
216/779-8400
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68998 (Voice-Mail)

SENT VIA FAX

March 31, 1997
LEM-007-97

ROU's #1610 / 1810 / 2210 / 2610 / 2910

Please Distribute to: S.R. MacLeod/1610
S.G. Schwalm/1642
T.E. Gillespie/1810
M.J. Hammond/1840
T.M. Bagby/2210
E.F. Thomas/2242
H.D. Williams/2610
D.A. Taylor/2648
J.C. Crouch/2910
K. Barney/2946

Re: **BP AMERICA**
CID #'s: 1114-01-00 thru 1114-18-00
Red Kamel Introduction / McLane

Attached is signed authorization for BP Corporate stores indicating product force out for the week of April 21, 1997. Along with product force out, I would like to arrange for McLane to send the following to each store:

1) Quantity: 1 (1/sku) Red Kamel 20-Pack Display
Commodity #517751

2) Quantity: 1 (1/sku) Red Kamel 24" PMC Card
Commodity #524843

3) Quantity: 2 Red Kamel Channel Strip
Commodity #524852

51861 8054

Source: https://www.industrydocuments.ucsf.edu/docs/tlvn0000

Please contact me as soon as possible if you encounter any difficulty in processing this request.

Thank you in advance for your assistance with the above.

Cordially,

Lori/ccs

Lori E. MacWilliams

LEM/ccs
Attachment

cc: J.M. Piscitelli (w/att.)
P.E. Letourneau (w/att.)
M-2

51861 8055

Source: https://www.industrydocuments.ucsf.edu/docs/tlvn0000

ROU #'s: #1610/1710/1810/2110/2210/2610/6710/6910
Distribute To: All Responsible Managers and Representatives

Please Copy The Following: **N.W. McCleary/#1844-M.J. Hammond/#1840-**
Dave Cunningham/#1740-R.B. Moreland/#6944-E.F. Thomas/#2242
Managers Calling On McLane Branches: **S.G. Schwalm/#1642-**
D.A. Taylor/#2648-P.Letourneau/Fax #817/947-0351
cc: J.M. Piscitelli

ACCOUNT NAME - BP **Chain I.D. #'s 1114-01-00 Thru 1114-18-00**

DIRECT ACCOUNT: McLane **SIS #:** **Various Branches**

PROGRAM PROMOTION	Red Kamel Introduction
STORES INVOLVED	All Corporate stores residing under BP multi-level CID #'s 1114-01-00 thru 1114-18-00
TIMING	Week of: April 21, 1997
PROGRAM DETAILS	All Corporate stores are authorized Red Kamel Display / POS for six (6) months as noted below
BRANDS INVOLVED	Red Kamel FF Box Red Kamel LT Box
RETAIL REP ACTION NEEDED	Follow up at retail to ensure 20-pack display placed next to RJR FP display at #1 Register in non-express. Merchandise Red Kamel in Express stores on Candy / Gum wire shelf directly below RJR FP displays at center cash register
DIRECT ACCOUNT ACCOUNTABILITY	Handle force out of two (2) cartons each style and 20-pack display with POS during the week of 4/21. Pre-book attached for all managers calling on McLane branches. Ensure updates to McLane order book
CHAIN ACCOUNTABILITY	Ensure scanning updated for all scan stores. Maintain POS and Red Kamel display and product availability for six (6) months
ROU RESPONSIBILITY (ORDERING/ SHIPMENTS)	Handle distribution of correspondence to all responsible personnel noted above
POQET REPORTING	Per Regional guidelines - ensure distribution and 20-pack display payment / Red Kamel monitored monthly in Poqet with payment to be made at HQ
POS/Location	Express
Program Sold by (RJR):	Lori E. MacWilliams VM #: 68998
Program authorized by:	Robin L. Brannan
Authorization Letter:	Attached (see Pre-Book)
Contact for Problems	**RJR: Lori E. MacWilliams VM #: 68998** **Chain: Robin L. Brannan/BP 216/5864398**
MISCELLANEOUS / COMMENTS **BPREDKAM.DOC 3/31/97**	McLane UINS: Red Kame FF Box 705509 Red Kamel Lt Box 705525

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BP

RED KAMEL

An Exceptionally Smooth Blend

PROMOTION DETAILS

To Participate, Each Opening Order Will Be Shipped The Following:

(1) 20-Pack Display

	# OF CARTONS	ITEM #
Red Kamel FF Box	2	705509
Red Kamel LT Box	2	705525

Authorized Signature: Robin L Brannan
Robin L. Brannan

RJR Signature: Lori E MacWilliams
Lori E. MacWilliams

Date: 3/21/97

Ship Date: week of 4/21/97 - N/A LATER

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